

Wine Industry Metrics - Flash Resellers - September 2012

Wines Vines Analytics

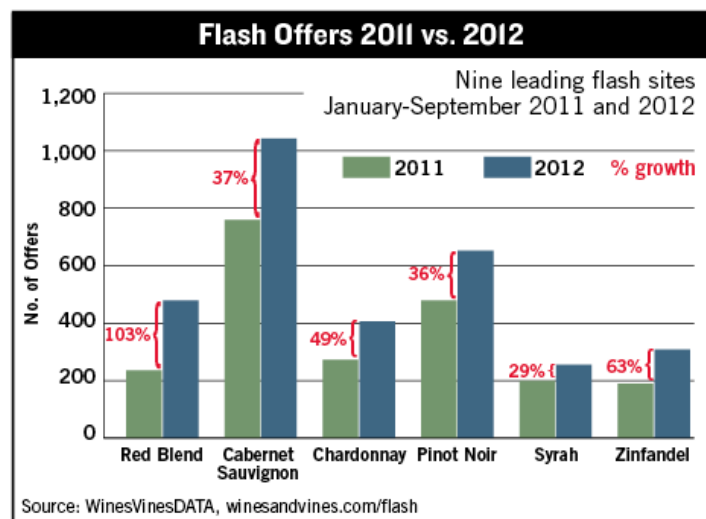
Wine Flash Discounts Drop Slightly

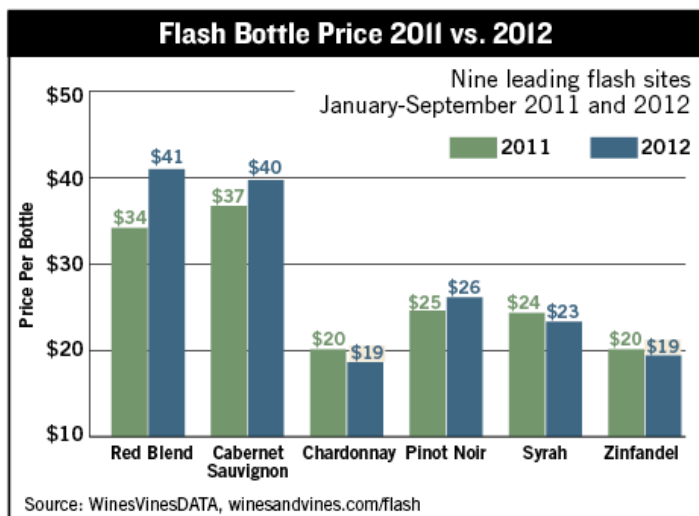
The average discounts for wines offered through flash sites dropped slightly in the past nine months compared to the same period in 2011. While the total number of offers is up by 50%, the average discount for most of the major varietal wines is down marginally. Only Zinfandel and Syrah stayed the same. The average discount for red blends slipped from 39% to 38% but its average sales price rose by 20% in 2012.

Flash Reseller Offers »	Month	12 Months
September 2012	476	5,253
September 2011	427	

FLASH SITES COMPARED FOR SEPTEMBER				
Flash Reseller	No. of Domestic September Offers	Average Flash Price (750ml)	Average Discount	Pageviews* (000)
CellarThief	11	\$19.63	43%	3
Cinderella Wine	4	\$20.99	45%	6
Invino	138	\$32.03	41%	124
Last Bottle Wines	6	\$26.17	49%	18
Last Call Wines	76	\$23.25	36%	57
Lot18	18	\$28.48	29%	622
Wine Spies	26	\$25.31	28%	8
Wine Woot	84	\$22.26	30%	365
Wines Til Sold Out	57	\$22.93	50%	377
WineShopper	29	\$23.04	41%	106

Source: WinesVinesDATA, winesandvines.com/flash *Source: Compete.com, Aug. 2012





FLASH DISCOUNTS FOR A SAMPLE OF RED BLEND WINES OFFERED IN SEPTEMBER

Discount	Winery/Brand	Region/Vineyard	Varietal	Vintage	Winery Retail	Flash Price	Winery Size In Cases	Flash Site
19%	Merryvale Vineyards	Napa Valley	Blend - Red	2007	\$160.00	\$129.98	15,000	WineShopper
20%	Joseph Phelps Vineyards	Napa Valley	Blend - Red	2009	\$199.99	\$159.99	81,000	Last Call Wines
35%	Eos	Central Coast	Blend - Red	2008	\$16.99	\$10.99	130,000	Last Call Wines
38%	Ty Caton Vineyards	Sonoma	Blend - Red	2009	\$80.00	\$50.00	7,600	Wine Woot
43%	Founders Wine Cellar	Lake Michigan	Blend - Red	NV	\$40.00	\$22.86	9,000	Lot18
46%	Deep Sea	Central Coast	Blend - Red	2008	\$28.00	\$14.99	10,000	Lot18
56%	Maroon Winery	Napa Valley	Blend - Red	2008	\$50.00	\$22.00	5,000	The Wine Spies
66%	Havens Winery	Napa Valley	Blend - Red	2009	\$50.00	\$16.99	150,000	Wines Til Sold Out

Source: WinesVinesDATA

Flash Methodology

Wines Vines Analytics' research team captures flash offer details for hundreds of domestic wine offers each week. The team monitors offers presented through 17 flash reseller sites every day of the year. Each offer is reviewed and tied to the source winery, and the specific details are recorded in a database of flash offers.

When flash websites hold special events with a high number of offers, Wines Vines Analytics monitors the site closely, often capturing a new offer every few minutes. At the close of each month, the offers are reviewed for accuracy, and the findings are reported by *Wines & Vines*' editorial staff for the current month along with time-series comparisons of pricing, winery size and wine types.

WINES & VINES

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